



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: 110 E. Atlantic Avenue
Project Location: 110 E. Atlantic Avenue.
Request: Approval of an Amendment to the Master Sign Program
Board: Site Plan Review and Appearance Board
Meeting Date: May 23, 2018

Board Action:

Approved (5-0, Jim Knight and Linda Pardo absent) as presented.

Project Description:

The subject property is located at the southeast corner of East Atlantic Avenue and SE 1st Avenue (110 East Atlantic Avenue) and is located in the Central Business District (CBD) and contains approximately 0.46 acres. The current uses are restaurant, commercial and office on the second floor.

On September 27, 2017, The Site Plan Review and Appearance Board approved a Master Sign Program (6-0 one vacant seat) with the condition that no upper wall signs would be supported.

The proposed sign on the west elevation is two lines of copy 26" x 6'10" for a total of 14 SF. The sign is illuminated channel letters in Satin Silver. The applicant is proposing the sign for visibility to help navigate potential clients to the office portion of the building.

Staff Recommendation:

Approve

Board Comments:

none

Public Comments:

none

Associated Actions:

N/A

Next Action:

The SPRAB action is final unless appealed by the City Commission.

SITE PLAN REVIEW AND APPEARANCE BOARD

CITY OF DELRAY BEACH

---STAFF REPORT---

MEETING DATE: May 23, 2018

ITEM: **110 Building** – (2017-094) Amendment to the Master Sign Program for the 110 Building which was formally known as the Sopra Centre located at 110 E. Atlantic Avenue, pursuant to LDR Section 4.6.7(F)(2)(b).

RECOMMENDATION: **Approve**

GENERAL DATA:

Owner/Applicant..... RMS Properties IX LLC

Agent..... Mark Gregory

Location..... Southeast corner of East Atlantic Avenue and SE 1st Avenue

Address..... 110 East Atlantic Avenue

Property Size..... 0.46 Acres

Future Land Use Map..... Commercial Core (CC)

Current Zoning..... Central Business District (CBD)

Adjacent Zoning..... North: (CBD)

South: (CBD)

East: (CBD)

West: Old School Square Historic Arts District (OSSHAD)



ITEM BEFORE THE BOARD

The item before the Board is an Amendment to the Master Sign Program for the 110 Building which was formally known as the Sopra Centre located at 110 E. Atlantic Avenue to include a sign over the west side office entrance, pursuant to LDR Section 4.6.7(F)(2)(b).

BACKGROUND

The subject property is located at the southeast corner of East Atlantic Avenue and SE 1st Avenue (110 East Atlantic Avenue) and is located in the Central Business District (CBD) and contains approximately 0.46 acres. The current uses are restaurant, commercial and office on the second floor.

On September 27, 2017, The Site Plan Review and Appearance Board approved a Master Sign Program (6-0 one vacant seat) with the condition that no upper wall signs would be supported.

PROJECT DESCRIPTION

The subject request is for an amendment to the Master Sign Program to allow a flat wall sign on the west elevation above the "office entrance" to the building. The current approved Master Sign Program is attached.

MASTER SIGN ANALYSIS

LDR SECTION 4.6.7(F)((2)(b) Master Sign Program

A Master Sign Program is to be used when the development of a project is of such a scale or character that the normal application of the design and/or aesthetic standards of Subsections (D) and (E), respectfully, will not result in an effective sign program and signing more permissive than said standards is necessary. Approval of a Master Sign Program may include the automatic granting of waivers and or adjustments to the provisions of Subsections (D) and (E) provided the intent of the sign code is maintained and the character of the community and neighborhood is not diminished.

The proposed sign on the west elevation is two lines of copy 26" x 6'10" for a total of 14 SF. The sign is illuminated channel letters in Satin Silver. The applicant is proposing the sign for visibility to help navigate potential clients to the office portion of the building.

The amendment to the sign program is appropriate and will not add clutter to the building. It is necessary so potential clients will have a clear direction as to which door to use in order to access the office portion of the building.

Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(b) to amend the Master Sign Program for the 110 Building.

ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the request for consideration of the Amendment to the Master Sign Program for the **110 Building** located at 110 East Atlantic Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the request for consideration of the Amendment to the Master Sign Program for **the 110 Building** located at 110 East Atlantic Avenue based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

STAFF RECOMMENDATIONS

Move approval of the request for consideration of the amendment to the Master Sign Program for the **110 Building** located at 110 East Atlantic Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:
Master Sign Program

Master Sign Program 110 BUILDING



Mark Gregory
MG Concepts LLC
ES 12001050
Sign Specialist
561-716-4531
gregorymg1@aol.com

8-10-17
8-31-17 REV

Approved criteria



Sign Inventory

- Ⓐ Projecting Sign Rocko's Taco's (EXISTING) Neon Cabinet
- Ⓑ Flat Wall Sign Rocko's Taco's (EXISTING) Neon Letters
- Ⓒ Flat Wall Sign Center Tenant (Proposed) LED Reverse channel letters 24" tall letters maximum with a 24" minimum margin on each side of the sign
- Ⓓ Flat Wall Sign Corner Tenant (Proposed) LED Reverse channel letters 24" tall letters maximum with a 24" minimum margin on each side of the sign
- Ⓔ Flat Wall Building ID (Proposed) LED Reverse channel letters 30" tall letters by 14'0"
- Ⓕ Projecting Sign Corner Tenant (Proposed) with raised lettering 1'9" wide by 8'0" tall (double faced) end maybe used similar to Roccos projecting sign

Approved criteria



Sign Inventory

Proposed West Elevation

- Ⓐ Flat Wall Building ID (Proposed) LED Reverse channel letters 30" tall letters by 14'0"
- Ⓑ Flat Wall Sign Corner Tenant (Proposed) LED Reverse channel letters Stand Alone on Canopy Max letter height 18" with a minimum 24" side margins
- Ⓒ Flat Wall Sign Rear Tenant (Proposed) LED Reverse channel letters Stand Alone on Canopy Max letter height 18" with a minimum 24" side margins

D,E & F with have a Max letter height 24" tall with a 12" side margins, multiple lines are allowed with 12" margin top and bottom of sign area

Aerial of site

North

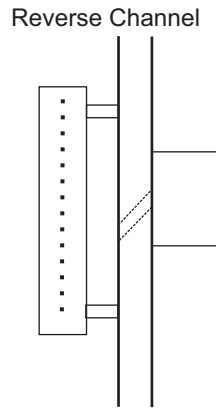
Approved criteria

West



Approved criteria

Letter Profile



LED reverse channel letters
Typical letters to have white
LED illumination.

Letter color to be white or aluminum

All signs needs landlord approval.

Recommended Type Fonts

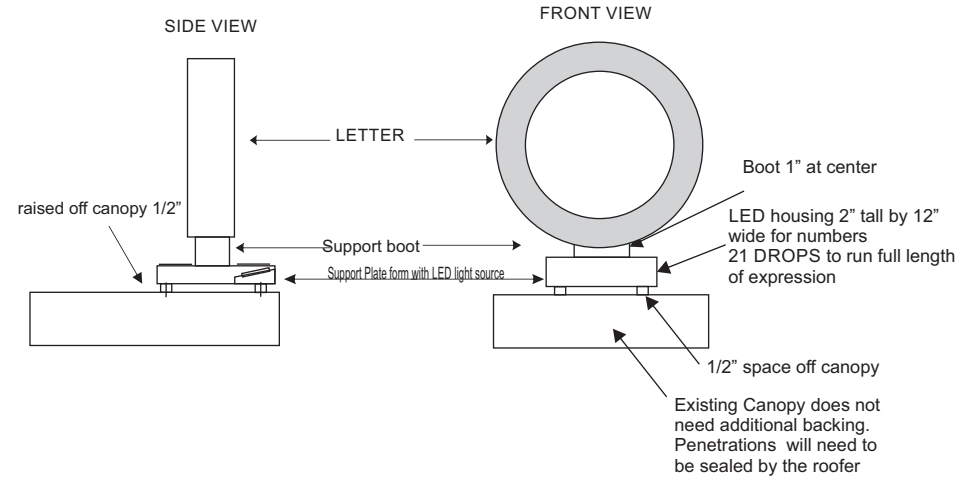
Futura Medium

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

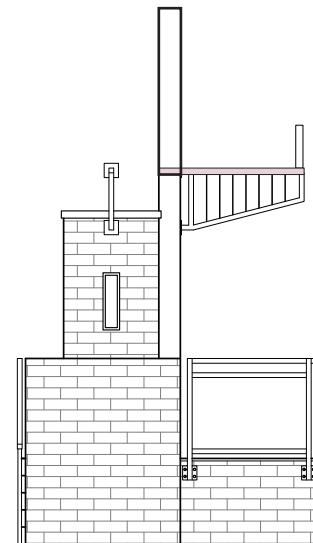
Roman Classic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tenants may use their company fonts in centers colors.
Registered trademark logos, logo, type styles and color presentations allowed.



Illuminated Cross Section



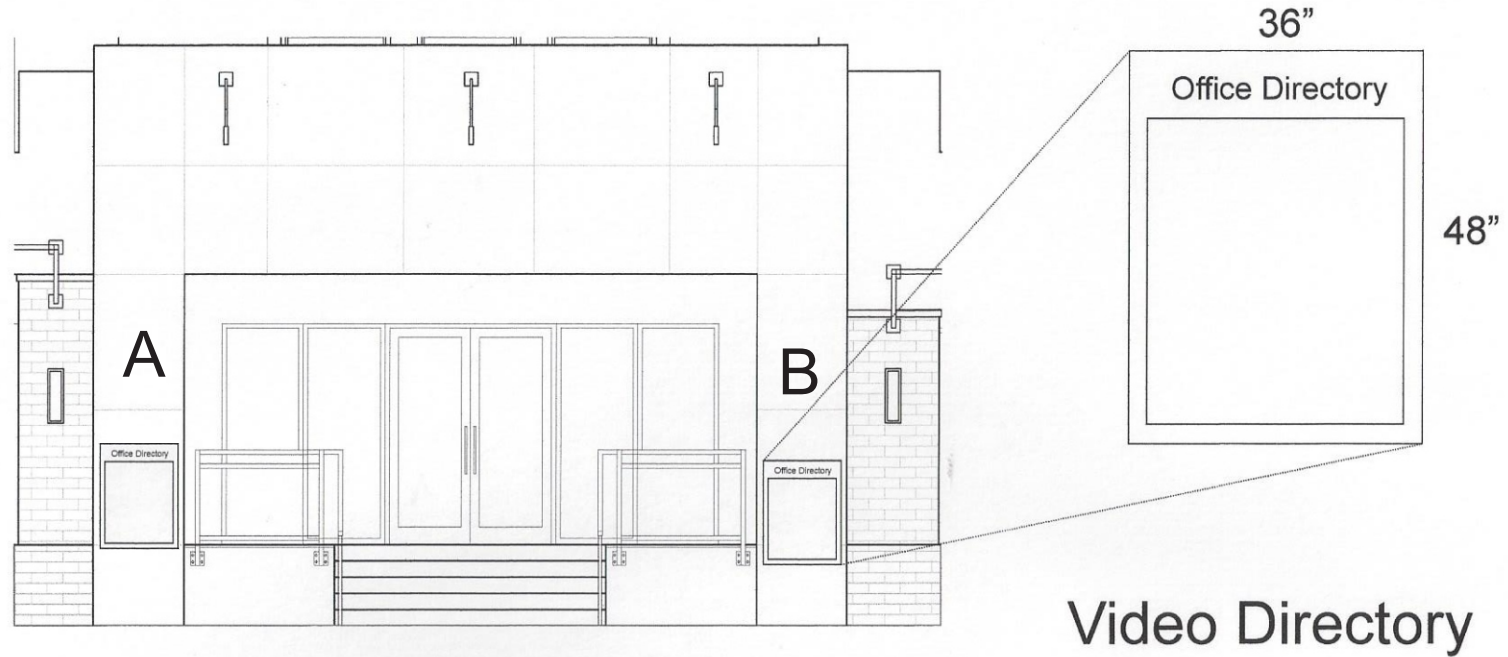
Example



Stand Alone letters

Directoriey For Offices

Approved criteria



Proposed North Elevation

Front Entry

Pictures of existing signs



Proposed revision to criteria

15" - *One 10*
6" - OFFICE ENTRANCE



Aluminum reverse channel letters "One 10"
Aluminum plate letters "Office Entrance"

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Mark Gregory ES 12-001050
Sign Specialist
561-716-4531
gregorymg1@aol.com

COLORS

Satin Silver - letters
White LED

CUSTOMER:
LOCATION:
CONTACT:
PHONE / FAX:
EMAIL:

*Please review your Name
text & spelling---This is the
way it will appear on the
finished product*

Approved By: _____

DATE _____

SCALE NTS

DATE 2/17/18

REVISED 3/10/18

DRAWING NO.

110 Office Entrance WS

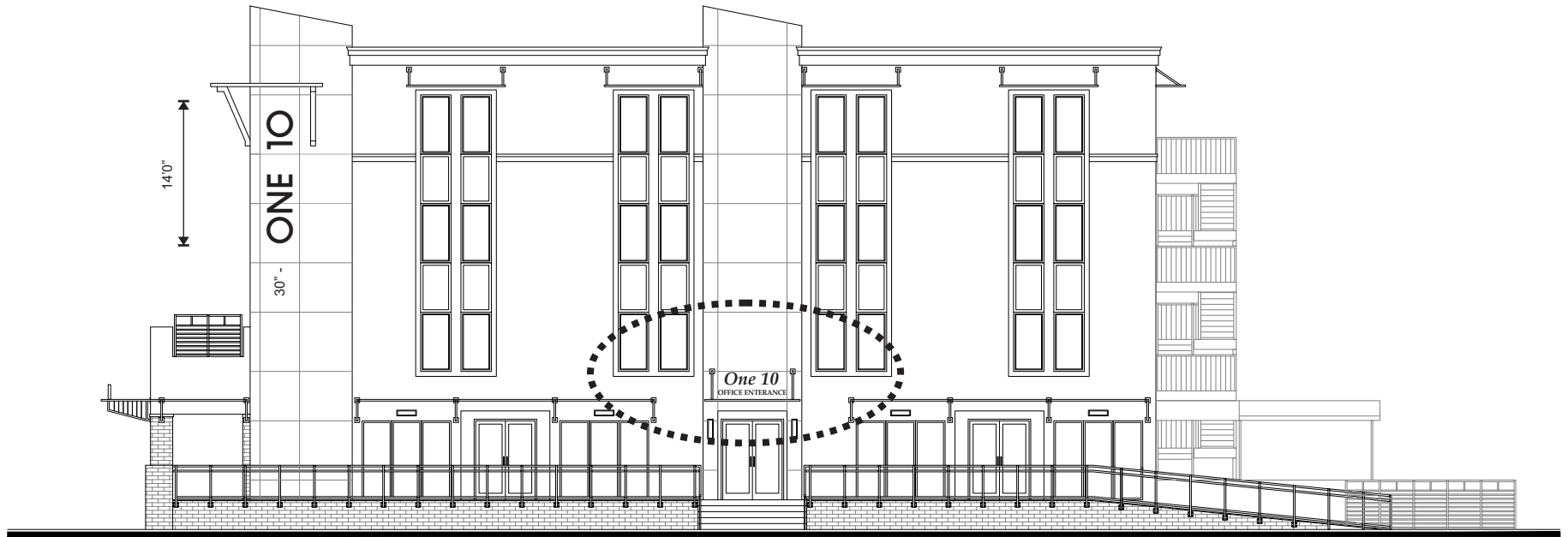
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MG

PAGE

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Proposed revision to criteria



Sign Area

West Elevation

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Individual letters on wall area.

Mark Gregory ES 12 001050
Sign Specialist
561-716-4531
gregorymg1@aol.com

COLORS

White letters
White LEDs

CUSTOMER:
LOCATION:
CONTACT:
PHONE / FAX:
EMAIL:

*Please review your Name
text & spelling---This is the
way it will appear on the
finished product*

Approved By: _____

DATE _____

SCALE NTS

DATE 10/29/17

REVISED

DRAWING NO.

110 Atlantic, Delray Beach

DRAWN BY

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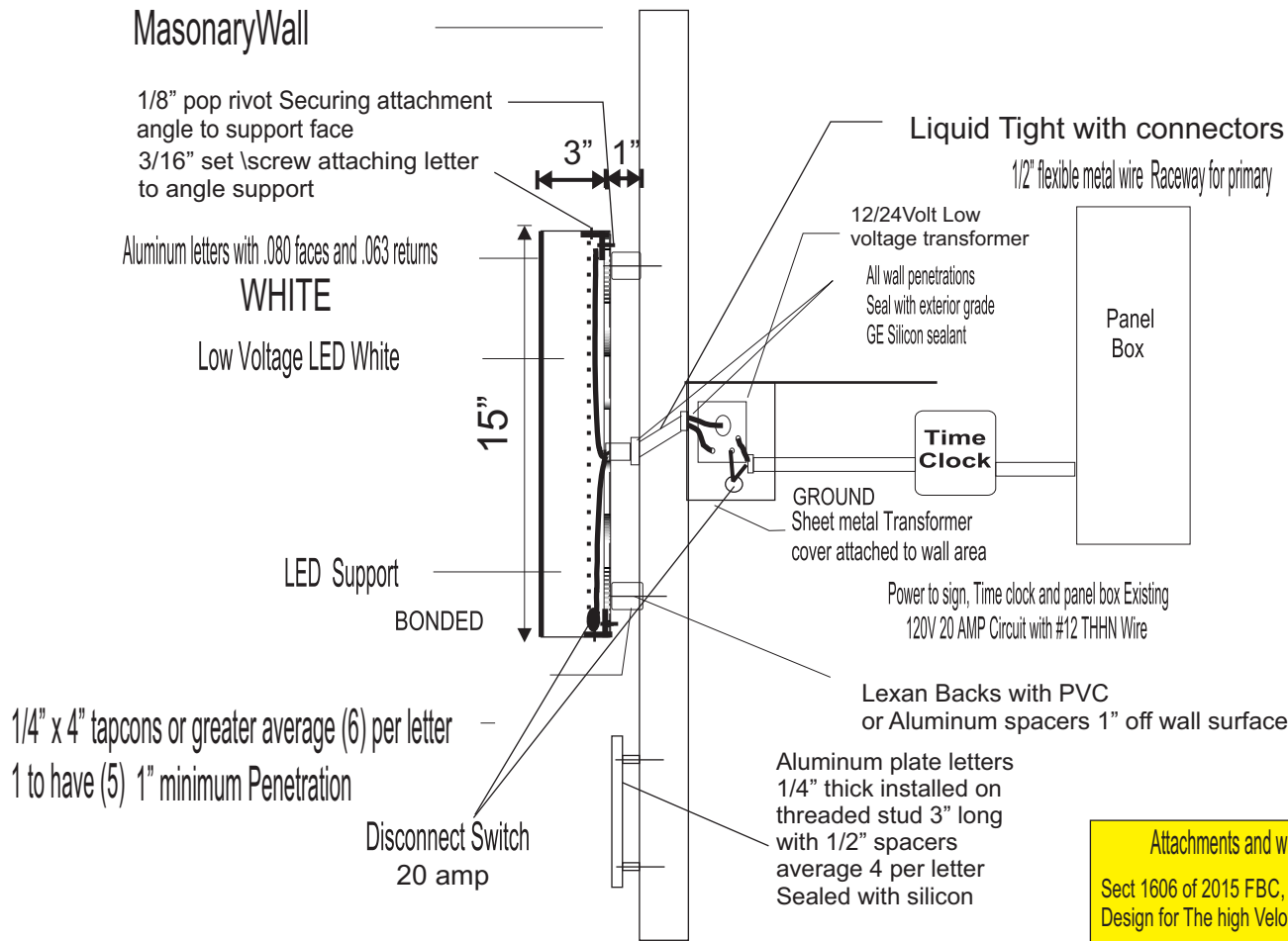
2

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Proposed revision to criteria

LED Illuminated Individual Reverse channel letters with aluminum plate letters

Project: 110 East Atlantic Ave
Delray Beach, Fla



15" - *One 10*
6" - OFFICE ENTRANCE

Letters Build to UL Standards and Bare UL Lables

Letters built to local building code requirements & Underwriters Laboratories standards

All electrical wiring and installation shall comply with the provisions of the Florida Building Code Chapter and any and all articles of the current National Electric Code

Primary by others, 1/2 raceway with #12 wire THHN

All breakers and timing devices shall be identified at time of installation
All components U/L listed and shall comply with the current NEC and FBC
One 20 Amp Circuit and one 20 amp Disconnect Switch @ Ea. Transformer.

Attachments and wind pressures to comply with

Sect 1606 of 2015 FBC, 170 MPH windspeed, Exposure C,
Design for The high Velocity Hurricane Zone (HVHZ)

STRUCTURAL NOTES:

ASSEMBLY PER NEC 600-3

GOVERNING CODE: THE STRUCTURAL CALCULATIONS COMPLY WITH THE PROVISIONS OF SECTION 1609.1.1 OF THE 2010 EDITION OF THE FLORIDA BUILDING CODE, AND IN ACCORDANCE WITH CHAPTERS 26-30 OF ASCE 7-10 (2015 EDITION), USING THE ULTIMATE WIND SPEED OF 165 MPH FOR PALM BEACH COUNTY (170 FOR BROWARD), AND WHERE THE WIND MAP VALUES ARE CONVERTED TO THE ASD FORMAT USING $V_{asd} = V_{ult} / (S_q \cdot \text{Root of } 6)$.
ELECTRICAL INFORMATION PROVIDED AS REFERENCE ONLY AND IS TO BE INSTALLED BY A LICENSED CONTRACTOR. NO ENGINEERING CERTIFICATION IS OFFERED WITH ANY ELECTRICAL INFORMATION CONTAINED HEREIN.
ALL ALUMINUM IS TO BE 6063 T6 OR BETTER.
ANCHORS: TO BE ITW BUILDEX, ELCO TAPCON, POWERS, RAWL, OR MFR, RATED EQUAL.
10x ANCHOR DIAMETER SPACING IS REQUIRED BETWEEN ANCHORS AND EDGE OF CONC. MIN. IF UNSPECIFIED, A 24" MAX O.C. SPACING OF ANCHORS SHALL BE USED + EACH CORNER.
WOOD ANCHORS TO BE NON-CORROSIVE GRADE 2 OR GRADE 5 LAG BOLTS OR EQ. $\frac{3}{4}$ " MIN. ED. #2 SOUTHERN YELLOW PINE MINIMUM USED IN ALL WOOD CALCULATIONS.
THROUGH BOLTS SHALL BE FITTED WITH A 1" MIN. WASHER & DOUBLE NUT U.N.O.
MINIMUM EMBEDMENT DEPTH DOES NOT INCLUDE STUCCO, FINISHES, OR SHIM SPACING.
STRUCTURAL BOLTS TO BE A-325, GRADE 5, A 2" MAX EXPOSED SHANK IS TO BE USED U.N.O.
HOST STRUCTURE IS BY OTHERS AND SHALL BE DESIGNED TO CARRY LOADS BY PROPOSED SIGN
THIS ENGINEER HAS NOT VISITED THE JOBSITE. DESIGN IS BASED ON CONTRACTOR SUPPLIED DATA. IF ANY FIELD CONDITIONS THEN SPECIFIED HEREIN, THIS ENGINEER SHALL BE NOTIFIED

Aerial of site

North

Proposed revision to criteria

